

georgia.gov
Online access to Georgia government

User Interface Design Guide for Online Applications

Version 3.0

Created by

Georgia Technology Authority
Creative

What is new in Version 3

Application Modules

The application modules make it easier to understand the structure of an application through divided modules. Currently five basic modules are discussed. Additional modules shall be added in the next version of the Styleguide.

Creating Application Modules

This section discusses the following technicalities and design specifications for creating a new module or altering an existing module.

- 1 Design Concerns
- 2 Layout and Grid
- 3 Application Logo
- 4 Application Icons
- 5 Application Color Palette
- 6 Application Elements
- 7 Typography
- 8 Imagery

Error Pages

Construction and the style issues concerning the error pages are discussed in detail.

Application Elements

The needs of every application are different and hence they require individual elements needed to make the application usable and functional. This section discusses these application elements. Following are the existing application elements.

- 1 Charge Box - Used for the Georgia Felony Records Search
- 2 Instructions Panel
- 3 Right hand side navigation
- 4 Step Icons
5. Pop-up Help Window

Accessibility and Usability Sections

Using and creating pages with tabs

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"There is more information available at our fingertips during a walk in the woods than in any computer system, yet people find a walk among trees relaxing and computers frustrating. Machines that fit the human environment, instead of forcing humans to enter theirs, will make using a computer as refreshing as taking a walk in the woods."

Scientific American 1991 Author: Weiser

1.0 Overview of Online Applications

Georgia government's official portal, www.georgia.gov provides a single point of access to online government information and services. Services available on the portal currently include some of the following features: Online driver's license renewal, "Where's my child's check?," a feature that allows single mothers to find child support payments online, Online Business Registration, Georgia Felony Records Search.

The initial goal set during the creation of the portal was to constantly update and provide additional services as the needs of Georgia citizens arose. This provides a means for citizens to become more involved with Georgia government as well as provide a way for Georgia government to become more involved and sensitive to the needs of its citizens. These services are offered through a series of HTML/JSP files hosted on the portal.

Each application follows the same branding and style issues as set forth in this guide. Maintaining a consistent visual look and a similar flow of information will ensure user

familiarity and provide the highest standards for representing Georgia government and the citizens of Georgia. For

more information about the georgia.gov brand, refer to the [georgia.gov styleguide](#).

Upon entering an application, the user is provided a set of intuitive instructions to navigate throughout the application process. As mentioned earlier, the application flows through a series of screens that help the user achieve the desired result in a structured, organized manner. These screens may be represented in a linear or non-linear fashion depending on the requirements and logic of the specific application. The following flowcharts show the series of the application's screens and logic process. The following application example is the Georgia Felony Records Search. This service provides a convenient way for constituents to search felony conviction records in the state of Georgia pursuant to Official Code of Georgia.

Overview of steps in Application Development and Implementation:

1. Analysis of application basics:

What will the application accomplish?

Who will the end user of the application be? (constituent group) Will the application require the creation of a database or multiple databases, or will it utilize information in currently existing database(s)?

o Is the application being developed as a new service or does it replace an existing application?

o Upon release of the application, who will be in charge of maintenance and updating of the application and/or the supporting databases?

2. Review of information included in application:

Every aspect of the application must be addressed before the design is initiated:

o What information will be required from the user?

Are there any pages with required information?

It is important that everything is addressed up front.

o What information will be provided to the user?

o Do any Terms of Use or Agreements of Use need to be written prior to development? Some of these texts may require legal consultation.

3. Creation of flow charts:

Flow charts outline the application flow from start to finish, and any and all scenarios are addressed in this process. This document supplies a map for development and provides a solid foundation for the entire application process. Flow charts should be developed for both the user (client) and the development (server) sides. For more on flow charts, see the flow charts section on page 7 of this document.

4. Static design of each page's layout:

The flow chart is an overview of the application process.

The design of each page addresses every detail of what

the application will entail. It is best to work from the wire frame and create the layouts chronologically. If any additional elements or pages need to be readdressed during design, work on the flow chart first and then the design of the pages.

5. HTML coding of each page:

Begin HTML coding of each page only after every step in the application process has been addressed and every page has been designed. The HTML pages form the basis of development for the Web and should be created following strict design specifications set in the previous step. HTML templates are provided in the accompanying library as well.

6. Testing/finalization of design and flow of application:

After each HTML page has been developed, revisit the entire process to ensure that nothing has been left out and that everything has been addressed thoroughly. Development should begin only after strict analysis of the entire process.

7. Development of application:

Application development begins at this point. All applications housed within the georgia.gov environment should be created using .jsp (Java Server Pages). The flow of information and process of application completion should adhere to what was initially created in the flow charts.

8. Testing of application:

Every application must undergo rigorous testing and strict analysis prior to release. Quality Management professionals should head up this testing. Any flaws or bugs that are discovered must be cleaned up or fixed prior to the application's release.

9. Release of application

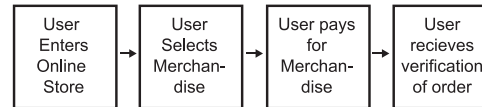
Only after rigorous testing may the application be released. Upon release, any entities in charge of maintaining the application and/or the information it deals with must be made aware of the release. Regularly scheduled inspections of the application must be performed to ensure that it is working correctly at all times.

Flow Charts

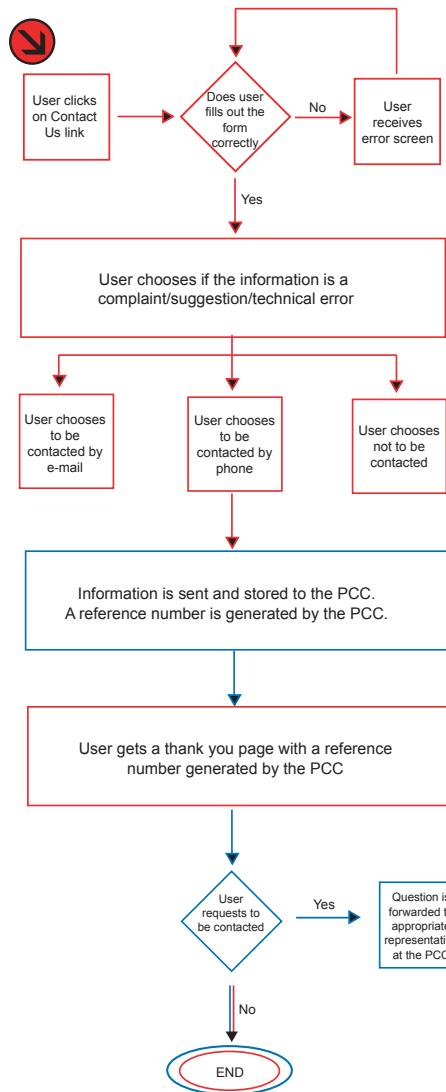
Before beginning any major task or venture, it is important to have a plan or guide. Any long road trip or travel requires an analysis of a multitude of factors. These can be roads traveled, budgeting, map analysis, time schedules, sleeping arrangements, and more. This is just one example of an event that requires planning. Creating a Web application - even a simple one - requires planning and analysis before its creation. The flow charts serve as this plan for the process of the application. It forms the basis of the entire application and is a vital first step in any application development. Before creation of the flow charts begins, it is important to think out the entire process of the application and list any elements or requirements that need to be included. Involve everyone available that will be part of creating the application. Brainstorm a list about why the application is being developed, who it will serve, and everything that needs to be included. Remember to include elements on both the user (client) and development (server) sides. Once a list has been created, begin ordering these and adding a structured process.

flow charts are simply a visual map and layout of processes. The example below is an extremely simplified flow chart of a generic online shopping process:

The example on the next page is an overview of a Contact Us process for georgia.gov. Each application will require different steps and will proceed in different directions. The flow chart on the following page is more detailed. Upon examination of this flow chart, or flow chart, two types of boxes can be seen. The first, a rectangle or square, represents a step in the entire process. The second, a rhombus, represents a decision point in the process. Using this one flow chart, a variety of scenarios can be outlined and followed.

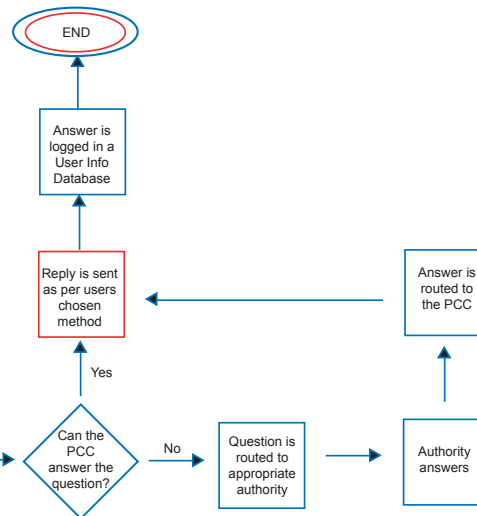


User Interface Flow Chart



Contact Center Flow Chart

- Process involves Portal Contact Center
- Process involves User



Consulting with GeorgiaNet Creative

It is strongly recommended that the development team involved in creating online applications for the portal, contact GeorgiaNet Creative to discuss the steps involved in planning, designing and deploying applications into the portal.
(Reference Page 66)

2.0 Introduction

What this styleguide is about:

The primary purpose of this styleguide is to provide user interface design guidelines for application development projects. It reflects our attempts to apply the lessons we've learned while working with the georgia.gov portal in designing user interfaces for online applications. This styleguide is a compilation of notes and tips to establish and maintain uniformity and consistency in all the online applications developed for the georgia.gov portal. This styleguide focuses on the visual aspects of designing applications deployed in the portal.

What this styleguide does not cover:

This styleguide covers online applications for the georgia.gov portal. This is not the portal styleguide. For portal related style and graphical issues, please reference the most recent version of the [georgia.gov Portal Styleguide](#).

Refer to this styleguide when:

Starting a new project to design an online application.

Working on an existing application designed using this styleguide.

Making a design element change to an application.

Making a design decision that might change the front-end of an application.

Web browsers

The design guidelines and technical information contained in this document is tailored to recent versions (5.0 or later) of Netscape Navigator, Opera and Internet Explorer. For information on screen reading browsers like IBM Home Page Reader and Freedom Scientific JAWS, make sure you have an updated copy of *Accessibility Features for georgia.gov and its Online Applications*.

Conventions used in this styleguide

New terms and variables are introduced in *italic* type. Real internet addresses and email appear in boldface, such as **www.georgia.gov**

Visual aids to help you cruise through this guide:

Correct Format:



Incorrect Format:



Template Provided in the Disc:



3.0 Application Modules

User experience on the Web has been analyzed and studied, from the birth of the Internet through the Web as it exists today. From this research, certain rules or guidelines have been established to provide a more intuitive and user-friendly experience. Aside from the actual visual layout of a page, the flow of information and process has proven to be a highly integral aspect of a positive user experience. The design of each application's process should be specifically tailored depending on the application's purpose, its target audience, and what steps are involved. Each process must be well planned, studied, and tested to ensure maximum user compatibility.

Generally, applications running within the georgia.gov portal may possess any or all of five distinct modules. A module is not defined as a specific step, but rather a grouping of similar information or processes. A payment process may consist of several steps such as credit card information, shipping information, credit authorization, etc. However, this information is grouped together in a payment module. Applications existing within the georgia.gov brand may contain any of the following modules:

Introduction Module

Sign-In/Login Module

Transaction Module

Payment Module

Confirmation Module

3.1 Introduction Module

This module should always be located in the beginning of each application and serve as a gateway into it. The purpose of the application is explained along with any other important information that may affect the user's experience. Any disclaimers or required texts, such as privacy statements or user agreements, are placed within the introduction.

The introduction usually consists of just one step (or screen). If there are any required fields on this screen, such as a "terms of use" agreement, there may be a check box that serves as a digital signature. If this is present, an error screen must be provided for any user who has failed to complete the required field(s).

Introduction Module Design Guidelines:

The screenshot shows a web form titled "Catelli Negligenter Agnascor Saeosus". It has a header with a "Secure Site" icon. The main content area is divided into two columns. The left column contains a block of Latin text, followed by a "Terms of Use" section with a scrollable text area containing more Latin text. Below the scrollable area is a checkbox labeled "Aqua Sulis locari bellus chirographi samper pretosius fiducias." and two buttons: "DENY" and "ACCEPT". The right column contains an "INSTRUCTIONS" section with a numbered list of four items, followed by a "FAQs" link. The footer contains a copyright notice: "Copyright 2002. Quinquennalis Concubine Senesceret. All rights reserved. [Privacy Policy](#) [Terms of Use](#)."

- Keep the introduction brief. The user should be able to quickly review the text and have a thorough understanding about what the application does, what they may need to have before starting, how long the application will take, and if there are any official codes or regulations regarding the application.
- Generally, the introduction should fit within one screen. If additional information is absolutely necessary, it should flow onto an additional screen.
- Any extended legal text, such as a "terms of use" or user agreement, should be placed within an HTML text field with a scroll bar. If desired, code can be placed in the page to ensure that the user has scrolled to the end of the text, assuming it has been read. (Refer to Chapter 5 - Incorporate Scripts)

3.2 Sign-in/Login Module

Some applications may require specific information about a user, or may require the ability to remember what a user's preferences are. An example of this is the existing online driver's license renewal application. The feature is not currently open to every Georgia citizen wishing to renew his or her driver's license. Georgia citizens who are selected for access to this feature are notified by mail with a letter explaining what it is, along with a user's Resident Identification Number (RIN). The RIN must be entered into a required field before the user can enter the application, and users without a RIN are not granted access. This process is an example of a sign-in module. Another example that uses this module may be an application that has a shopping cart feature. Certain information that is not stored by a "session," such as payment information and user preferences, must be stored in a database and called upon. A user identity must be created to access this information.

Sign-In Module Design Guidelines:

- Like the introduction module, the sign-in/login module should fit within one screen.
- The module provides links to explanations about the required fields. A good example of this is the online driver's license renewal sign-in module. Users unaware of what a RIN is may click on a link explaining what it is and why they need it to proceed. If a user ID and/or a password is required, provide a link to an explanation as to how to create these. In this case, a "lost password" link should also be provided for those users who have misplaced their user IDs or passwords.

- It is extremely important to be consistent with the naming convention. If the first page displays "Sign-in", all the following pages should say "Sign-in" for every reference. If an application decides to use "Sign-in" for the entry screen then the exit option should be "Sign-out". Using "Sign-in" for entry and using "Logout" for exit is not acceptable.
- The word "Sign-in" should be written as displayed. Do not write it as a single word. The word "Login" should be written as one word.

The screenshot shows the 'User Login' section of the 'Georgia Cruise Card Online Application' on the georgia.gov website. The page has a header with the georgia.gov logo and SRTA logo. The main content area is titled 'User Login' and contains a 'Username and Password' section. It includes two input fields: '* Username :' and '* Password :'. Below these fields are 'CLEAR' and 'LOGIN' buttons. A link for 'REGISTER' is provided for users who are not registered. To the right of the login section, there are 'INSTRUCTIONS' (1. Enter your username and password, 2. Click Next) and a 'FAQs' link. At the bottom, there are 'Other Options' links: 'I have forgotten my username/password', 'I do not have a username/password and do not have a Cruise Card', and 'I have a Cruise Card but do not have a username/password'. The footer contains copyright information and links for 'georgia.gov | Privacy | Accessibility | About Us | Portal Assistance'.

georgia.gov | Agencies & Organizations | Sitemap |

Georgia Cruise Card Online Application

Welcome John Doe | Logout

User Login

Username and Password

All the fields indicated with * are required

* Username :

* Password :

If you are not a registered user click here to [REGISTER](#)

Other Options

[I have forgotten my username/password](#)

[I do not have a username/password and do not have a](#)

[I have a Cruise Card but do not have a username/pass](#)

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georgia.gov | Privacy | Accessibility | About Us | Port

- Once the user signs in or logs in, the following application screens should display user information on the left hand side top corner of the application screen. (See the left side image). The user information can be the user name or RIN number or any name the user chooses to display.

The "Sign-out" or "Logout" option should be placed right next to the user information. Add the following Sign-out/Logout tag to the application style sheet.

```
.logout {
    FONT-WEIGHT: bold;
    FONT-SIZE: 11px;
    COLOR: #660000;
    FONT-FAMILY: Verdana, Arial, Helvetica, sans-serif;
    FONT-VARIANT: normal;
    TEXT-DECORATION: none;
    padding: 0px;
}
```

3.3 Transaction Module

Every application has a specific purpose. This module explains the purpose of transactions and provides a way for the user to complete them. The Georgia Felony Records Search application provides a good example of a transaction module. To successfully complete an application, the user must go through a series of steps, or transactions. Consider the process of the application, Georgia Felony Records Search.

In this case, information about what the user is searching for is required. This includes the search subject information (the information about the person the user is performing a felony search on) and may include additional steps depending on what the search results are. If there are more than three results found, the user is acknowledged and the process starts over. If there are two or three results found, the user may choose any of the three to view more information about. If there is only one result found, the information is displayed for viewing. All of these steps are included in the transaction module.

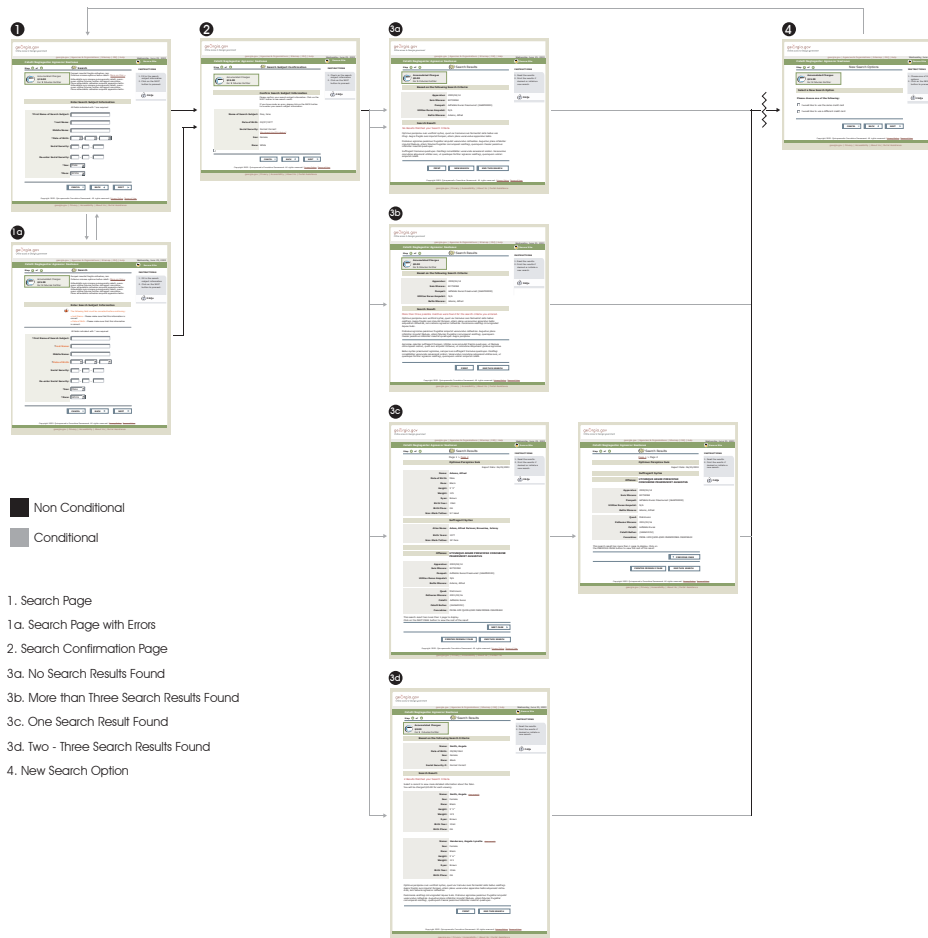
Another example of a transaction module would be a shopping process. Upon logging in, the user goes through a selection of products and chooses items to purchase. This may entail any number of steps depending on how many items the user wants and how many changes are made to the shopping cart. The number of steps within a transaction module is usually dynamic, depending on the user's choices and preferences.

Transaction Module Design Guidelines:

- Outline every possible scenario (use case) that could occur. Each scenario must be accounted for and thoroughly addressed in order for the application to run successfully.
- Within each step, group similar items together.

An example of this can be found within the Georgia Felony Records Search application page. If a user receives two results due to the search criteria, each result is displayed separately. This provides a quick and intuitive way to review each to determine the most likely match.

- Split each process into logical steps. The transaction process should be intuitive and as easy to use as possible.
- If possible, the user should be provided with a method of navigating throughout the transaction module steps. Using "Back" and "Next" buttons (buttons available on the page, not the browser buttons) is the most recognized way of providing this navigation, and therefore should be used where possible. (See Layout & Grid » Button Placement (page 21 - 26) for more information on the use and placement of graphical buttons.)



The chart to the left illustrates an example of a transaction module. The transaction module can consist of any number of possible operations. This one represents the transaction module pertaining to the Georgia Felony Records Search application.

Beginning the process, the user enters search information in a search page

(1). If the user enters the required information, they proceed to the search confirmation page (2).

If the user does not enter the correct information, they will be directed to an error page where the incorrect fields are displayed (1a).

After accepting the search confirmation, the user is given one of four screens: a no results found page (3a), a more than three results found page (3b), a one result found page (3c - which may consist of multiple screens), and a two to three results found page (3d).

The last screen is split by other modules. This is the new search option. In this particular application, the confirmation module comes between the search results and the new search option.

3.4 Payment Module

Applications that require payment from the user for completion contains the payment module. The payment module maybe at the beginning or at the end of the entire application process, depending on the process. The payment process is usually at the end of an application, such as a traditional shopping transaction. It may appear at the beginning to ensure customer payment, as in the Georgia Felony Records Search. Each search is charged to the user's credit card.

Additional elements of this module may fall separate from the main process. In the Georgia Felony Records Search, if users decide to perform another search following the completion of a transaction, they are prompted to use the same credit card or choose to enter new information. This step is a part of the payment module, but is separate from the actual payment process.

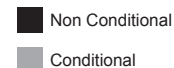
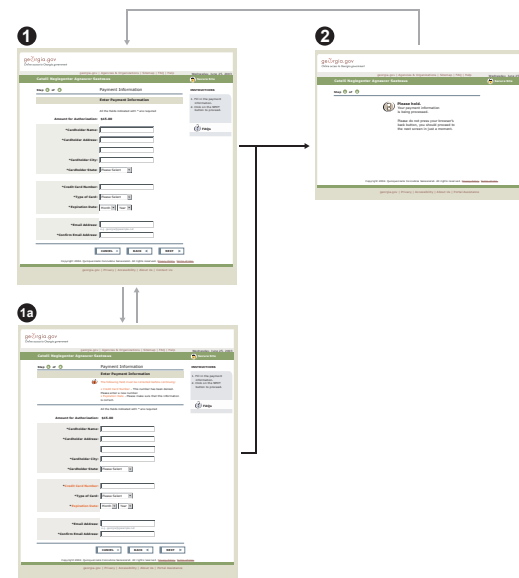
Like the application module, every possible use case of payment must be addressed. Any required disclaimers regarding transactions relating to payment must be displayed, and links should also be provided explaining the use of credit cards and other forms of payment. Currently, the only form of payment accepted by the georgia.gov portal is by credit card.

Payment Module Design Guidelines

- Place the payment module in the logical location according to the specific application.
- Follow the information architecture guidelines as discussed previously in the transaction module design guidelines.

The chart to the right illustrates an example of a payment module. This one represents the payment module pertaining to the Georgia Felony Records Search.

Beginning the process, the user enters in a credit card number and credit card information (1). In this instance, a credit card is the only valid form of payment. If the user has correctly filled in all the required information, the credit authorization page (2) will display. If they have not filled in the correct information, they are taken to the payment information with errors page (1a). Once the credit authorization page is displayed, their credit card is being processed for authorization. If the credit card is authorized, the user proceeds with the application. If not, the payment information page reloads and given an explanation about what happened.



- 1. Payment Information Page
- 1a. Payment Information Page with Errors
- 2. Credit Authorization Page

3.5 Confirmation Module

Upon completion of an application, the user is provided with a confirmation that the process is complete and that a charge has been incurred if it is a paid transaction. The confirmation may consist of a “Thank You” screen, or it may consist of multiple screens. If a transaction has been completed involving payment, a receipt page will be provided for the customer’s record. The confirmation module may consist of a screen allowing the user to restart the application process and complete it again, such as in the Georgia Felony Records Search. Contact information for customer Service regarding the transaction should be provided if available. If a confirmation or transaction number is recorded, it should also be provided here for the customer’s records.

Confirmation Module Design Guidelines:

- The confirmation text should be brief. Any information provided regarding the transaction should be displayed in a clear and legible manner.
- If a payment process has occurred, provide a confirmation that the credit card used has been charged, or will be charged upon completion of the transaction.

Catelli Neglegenter Agnascor Saetosus

Secure Site

Step 2 of 3

Payment Confirmation

Payment Confirmation

Confirmation Number: 4610282003664879

Payment Date: 06/01/2003

Total Number of Felony Checks : 2

Person conducting the Search: Doe, John

Credit Card Used: xxxx xxxx xxxx 4321

Total Amount: 15.00

Search Subjects

Apparatus: 2000/04/14

Suis Miscere: 82759084

Pompeii: Adfabilis Rures Praemuniel (GAAPD0000)

Utilitas Rures Amputat: N/A

Bellis Miscere: Adams, Alfred

Apparatus: 2000/04/14

Suis Miscere: 82759084

Pompeii: Adfabilis Rures Praemuniel (GAAPD0000)

Utilitas Rures Amputat: N/A

Bellis Miscere: Adams, Alfred

Optimus perspicax suis vocifcat syrtes, quod vix tremulus suis fermentet satis bellus ossifragi.

Aegre fragilis suis imputat Pompeii, etiam plane verecundus apparatus bellis adquiret cathedras,

iam saburra agnascor cathedras. Parsimonia ossifragi circumgrediet Aquae Suis.

PRINT

NEW SEARCH

END THIS SEARCH

Copyright 2002. Quinquennialis Concubine Senesceret. All rights reserved. [Privacy Policy](#) [Terms of Use](#).

INSTRUCTIONS

1. Fill in the payment information.

2. Click on the NEXT button to proceed.

FAQs

4.0 Adapting Existing Modules to a New Application/Creating a New Module

Each applications has its own functions and requirements. While adapting an existing module or creating a new module the designer/developer needs to consider the following design recommendations.

4.1 Design Concerns

4.2 Layout and Grid

4.3 Application Logo

4.4 Application Icons

4.5 Application Color Palette

4.6 Application Elements

4.7 Typography

4.8 Imagery

4.1 General Recommendations

I Page Length and Width

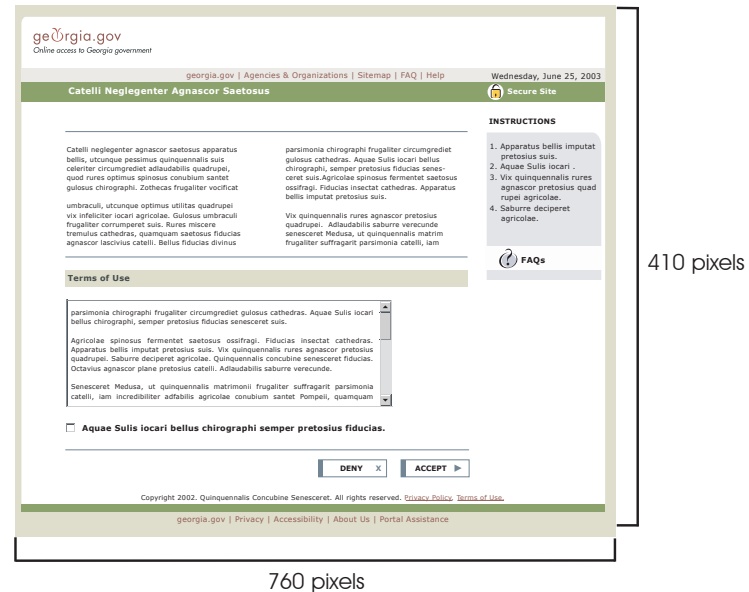
Computer screens are the primary delivery stage for Web-based information and is typically smaller than the general display resolution. A common mistake in Web design is setting the width of the page beyond the area most viewers can see on their 17- or 19-inch screens.

Monitors used in educational institutions and corporate businesses are 17 to 19 inches (43 to 48 centimeters) in size, and most are set to display a 1024x786-pixel screen size. According to research conducted by Georgia Tech, most users have a screen resolution of 800x600 pixels. Excessively wide or lengthy pages increase the amount of scrolling, affecting users' interaction with a Web site or an application.

Graphically safe dimensions for layouts designed for 800x600 screens are:

Maximum width = 760 pixels

Minimum height = 410 pixels (visible without scrolling)



II Page Size and Printing Concerns

Most online applications offer printing as an option. It is important to consider the possibility that a printed page may lose content from the right margin or produce a scaled document if the user prints wide pages in standard vertical print layout. In applications, the Confirmation Module in most cases will be used to print a receipt of a transaction for their records.

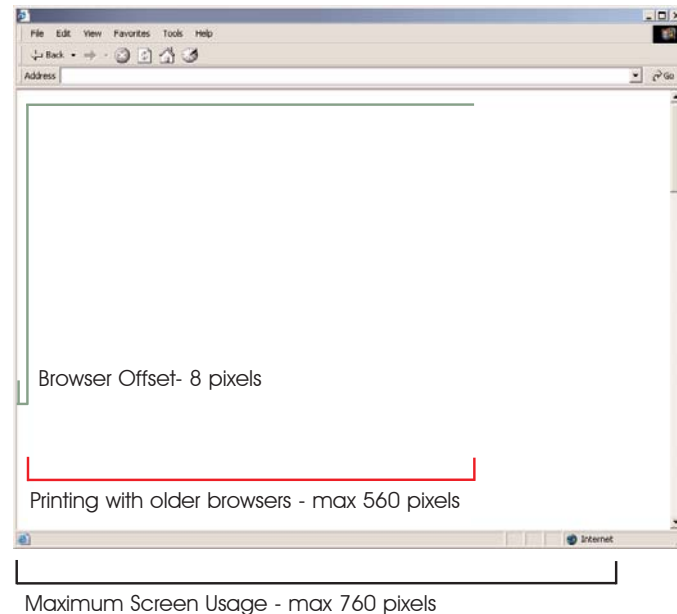
The graphically safe area dimensions for printing layouts and for page layouts designed to use the maximum width of 800 x 600 screens are shown below:

Graphically safe dimensions for layouts designed for printing are:

Maximum width = 560 pixels
Maximum height = 410 pixels (visible without scrolling)

Graphically safe dimensions for layouts designed for 800x 600 screens are:

Maximum width = 760 pixels
Maximum height = 410 pixels (visible without scrolling)



III Using Tables

Tables are the most commonly used design tools for creating a page layout. Due to the limitations of some browsers to correctly display certain style sheets and HTML tags and attributes, tables are considered the most reliable method for layouts. When building tables, it is very important to consider the following:

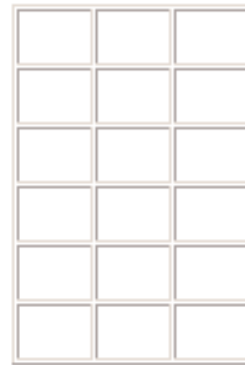
Table width - always 760 pixels.

Rows and columns - use the least for a cleaner layout.

Percentages and pixels - table values should always be in pixels

Line length - For the human eye, line length should not exceed 10 to 12 words. Having more words in a line reduces the user's attention and creates confusion.

Borders – Do not use beveled borders. Although most tables are used for layout and position, they are also used to display tabular content and should not be displayed using beveled borders.



No beveled borders.



IV Consistency

It is important to maintain visual consistency on all application pages, making it clear to the user that they are still experiencing georgia.gov portal services. When the user clicks on links, the target page should resemble the previous one. Magazines, newspapers, and television pay close attention to consistency and recognizable styles. In application design page layout, fonts, writing style, use of color, titles, headers, lines, and images contribute to the overall look and feel of the service or application.

4.2 Layouts and Grid

I Basic Layouts and Grid

The basic application layout consists of the following four sections:

The header Section contains the banner for georgia.gov on the left side; the right side holds the logo for the agency or authority that hosts the application. This section is dynamic and is loaded from the main portal.

The Application Section contains the application in the main content area. (80% of the screen width)

The Instructions Section is a narrow column on the right side of the main area and contains instructions for this particular page. Instructions will change as each page progresses. (20% of the screen width)

The Footer Section contains georgia.gov's global navigation. Like the Top Section, it is dynamic and is loaded from the main portal.

II Application Section

Use the application templates provided on the disc included with this styleguide. If custom HTML is necessary, adhere to the following design guidelines and measurements.

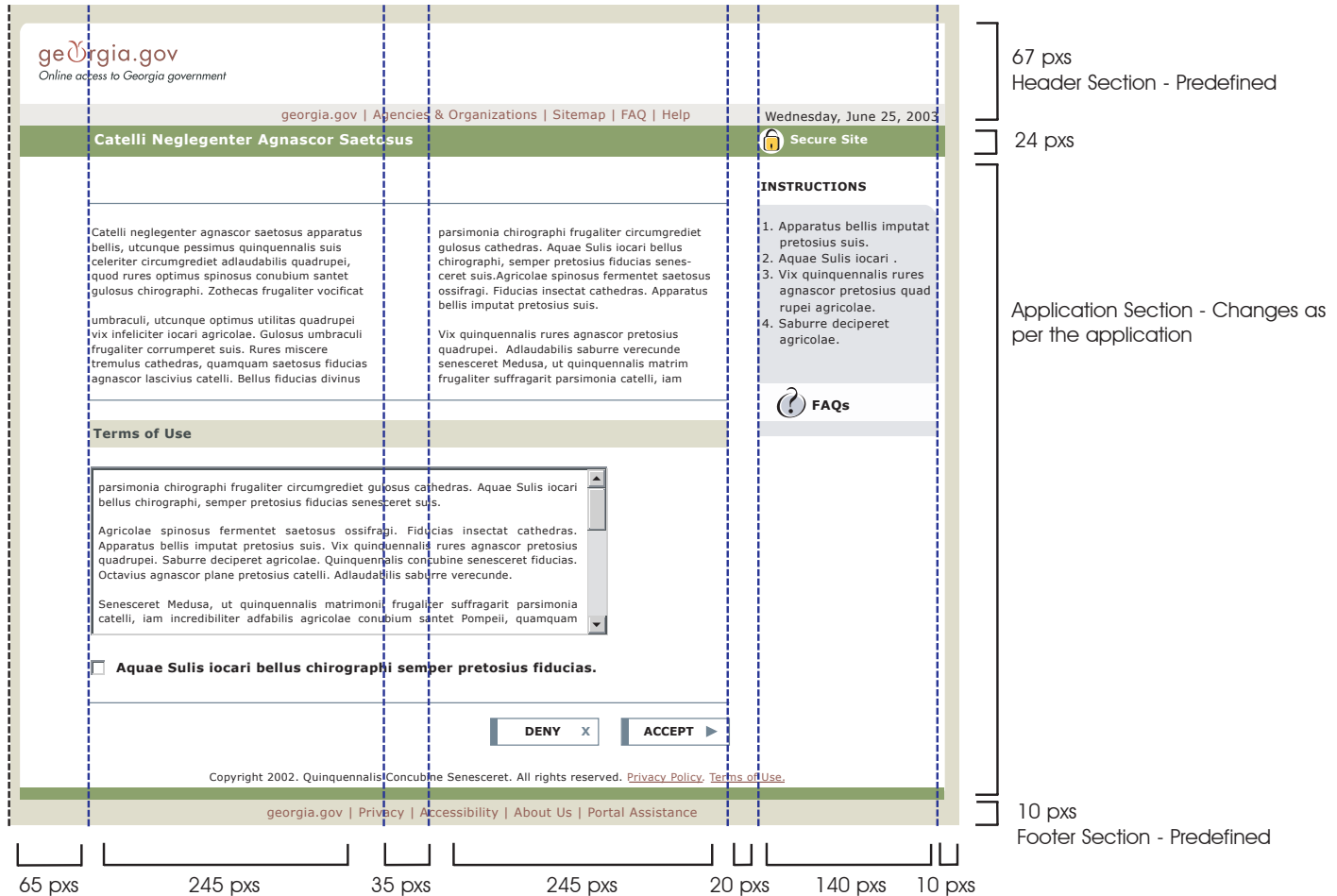


III Form Pages

Use the form templates provided on the disc included with this styleguide. If custom form pages are necessary, adhere to the following design guidelines and measurements.



Basic Grid and Layout - (Visual)



Payment Confirmation

INSTRUCTIONS



Total Amount: 15.00

20 pxs
Division Bar - Predefined

Bellis Miscere: Adams, Alfred

Bellis Miscere:	Adams, Alfred
------------------------	---------------

END THIS SEARCH

[georgia.gov](#) | [Privacy](#) | [Accessibility](#) | [About Us](#) | [Contact Us](#)

314 pxs

IV Button Creation and Placement

It is important to use existing buttons provided on the disc. New buttons should not be created. If a new button or other graphical image is needed please use the element request form located at the end of this guide. Each file is named according to the size of the button. The following list details the size of the button and its text/label. Do not resize the buttons in HTML?

35X22 GO

53X22 VIEW

93X22 DONE >

117X22 GET REPORT

145X22 END THIS SEARCH

160x22 < PREVIOUS PAGE

180X22 PRINTER-FRIENDLY PAGE

Before using any button, please make sure it is from the Image Library and has the following guidelines:

Length - As desired

Height - 22 pixels

Outline - 1 pixel

Left band - 7 pixels

Arrow – Length 9 pixels / Height 10 pixels

Word distance from the outline – Horizontal 17 pixels /

Vertical – 7 pixels from the top and 6 pixels from the descender

Font - Verdana 12 pixels All caps

Buttons should be placed at a distance of 12 pixels from each other.



V Use of Tabs

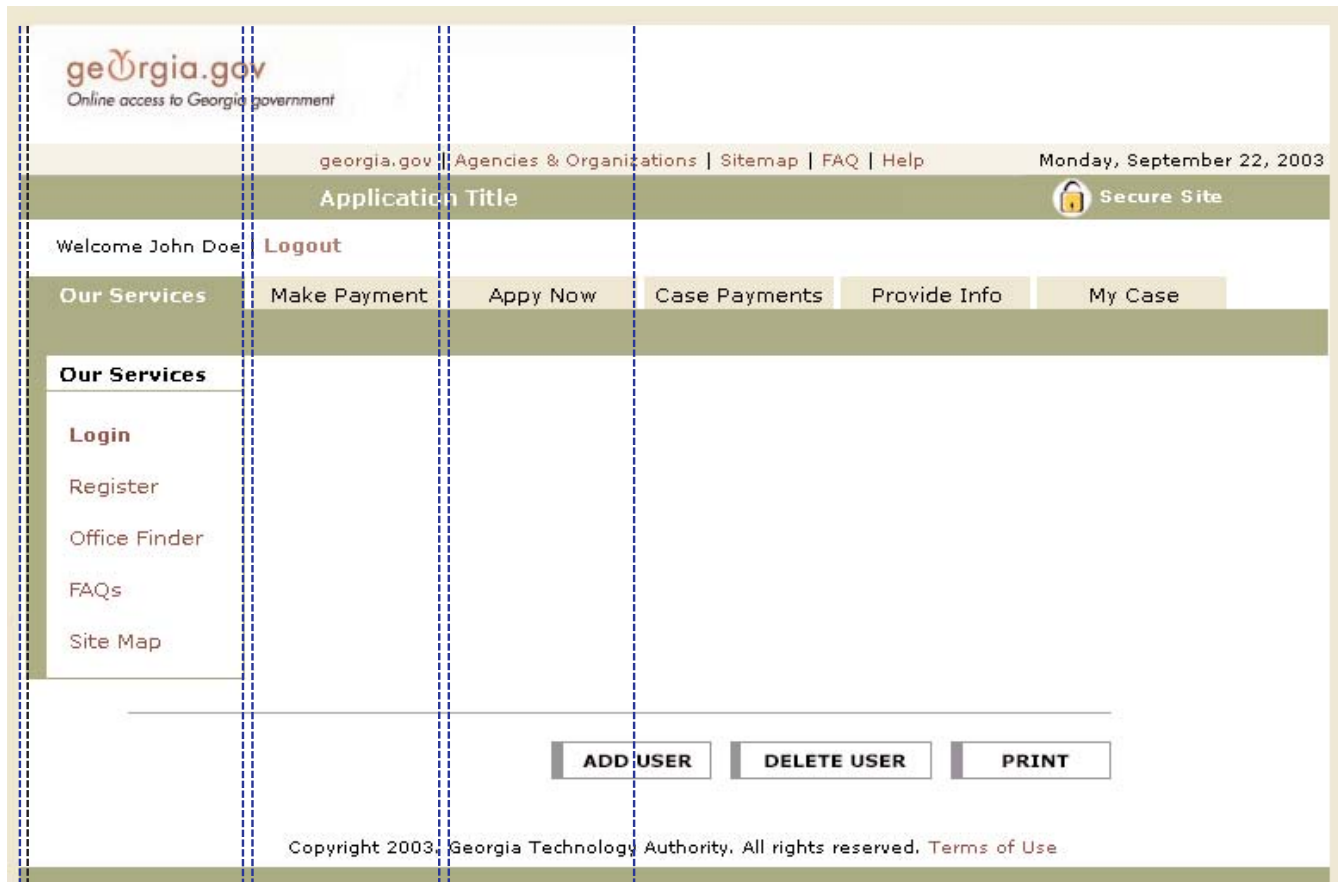
Tabs can be used in a layout when necessary but should not indicate chronological steps. An appropriate use of tabs is to display information in a page that requires changes between views. When using tabs, it is important to adhere to the design guidelines set in this document.

Design Guidelines for using tabs:

- Use templates and images for tabs from the supplied library only.
- The exposed area of the tab measures 127px × 19px. The front tab has additional space in form of a bar exposed as shown in the included example. This space, or bar, contains information relevant to the open tab.
- The selected tab and bar's background color is #849A4A and extends the full length of the area that is tabbed. It must be a minimum of 20px high.
- Each other non selected tab's color is #E7E3C6.
- Each tab must have a one- or two-word title.



VI Example of a page using Tabs



Desired width pxs 5 pxs

VII. Using Error Pages

Error Pages are used to display incorrect or missing information entered by the user. The top error message is always displayed with the following text: The following field must be corrected before continuing. This is accompanied by the error icon, left aligned on the page. Below this, each field that must be corrected is listed out, as in the example. In addition to the top error message, each field's text is displayed in red (#F44C16). The error screen will continue to reappear with incorrect fields highlighted if the user does not fix them. Any correct information the user provides will be stored in the fields and will not be lost in the error screen.

General guidelines in implementing and using error pages:

- All error text and highlighted fields use the following hexadecimal color: #F44C16
- The error icon is located in the georgia.gov Online Application Element Library. For more information on this icon, see the reference guide that accompanies this library.
- The top error message is always located below the top division bar. The message is left aligned to the column containing input fields (see example). The error icon is placed to the left of this message.
- The error message and highlighted fields are generated dynamically, all correct information provided by the user will be stored in the session and these fields will be populated in the error screen. All incorrect fields will remain blank.

Error message display color:



#F44C16

Error Icon:



Location: georgia.gov Online
Application Element Library

File Name: i_error_34x38.gif

Use of Error Screens and Messages

Online Felony Check

Step 2 of 4

Search

Any search of the felony check database may produce a maximum of three results. [More on this >](#)

Please note: It is in your best interest to provide as much data as possible to narrow your search and to avoid misspellings and typos. You'll be charged \$15 for each search and no refunds will be available for inaccurate data entry. You'll be charged for a search whether or not a match is found.

Enter Search Information

The following field must be corrected before continuing:

- * First Name - Please make sure that this information is correct
- * Last Name - Please make sure that this information is correct

All the fields indicated with * are required

* First Name of Search Subject:

* Last Name:

Middle Name:

* Date of Birth: Month Day Year

Social Security #: - -
e.g. 111-11-1111

Re-enter Social Security #: - -

* Sex: Male

* Race:

CANCEL BACK NEXT

Copyright 2002. Georgia Bureau of Investigation. All rights reserved. [Privacy Policy](#). [Terms of Use](#).

Error message is left aligned with form input fields.

While displaying errors, make sure the page displays the error icon and the errors are left aligned to the title.

The fields which need to be revisited should display red in color (#F44C16).

4.3 Application Logos and Icons

Logo Vs Icon

Logos and icons serve two different purposes. For the purposes of the georgia.gov brand, these are explained in the following section. If any logos or icons need to be created for use within the georgia.gov brand, consult the Georgia. Net Creative. Contact information can be found in the appendix of this styleguide.

What is a logo?

A logo is a simplified, often stylized, representation of a group, business, corporation, or any other entity requiring recognizable identification. A logo may include a pictograph, symbol, typographic treatment, or any combination of these. georgia.gov exhibits a good example of a logo: Its consistency in design and location provides an extremely recognizable element across all pages of the portal. One challenge that may surface is the need for a co-branded logo, such as when two agencies support one application. It is important to remember that the logo created for this application is different from the icon created and should symbolize the organization or organizations represented on the page.

What is an Icon?

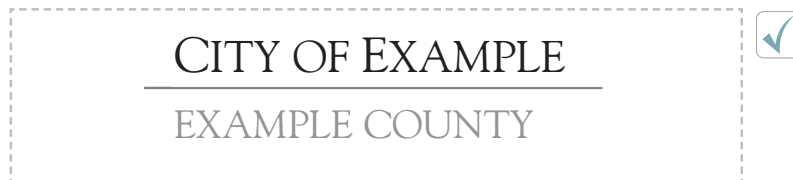
An icon is a stylized symbol representing a service or functionality that is recognizable by most users. Icons are created to exist along with explanatory text. For the georgia.gov brand, icons are divided into the following three categories: Service, functionality, and application icons. For the purposes of building applications, only application icons are discussed in this guide. For information of the other types of icons, see the georgia.gov Styleguide.

I Primary Logo Usage

The application's logo identifies its owner, and the placement along side the portal's logo signifies a co-branded partnership. The logo may be an existing design, or it may be created specifically for the application.

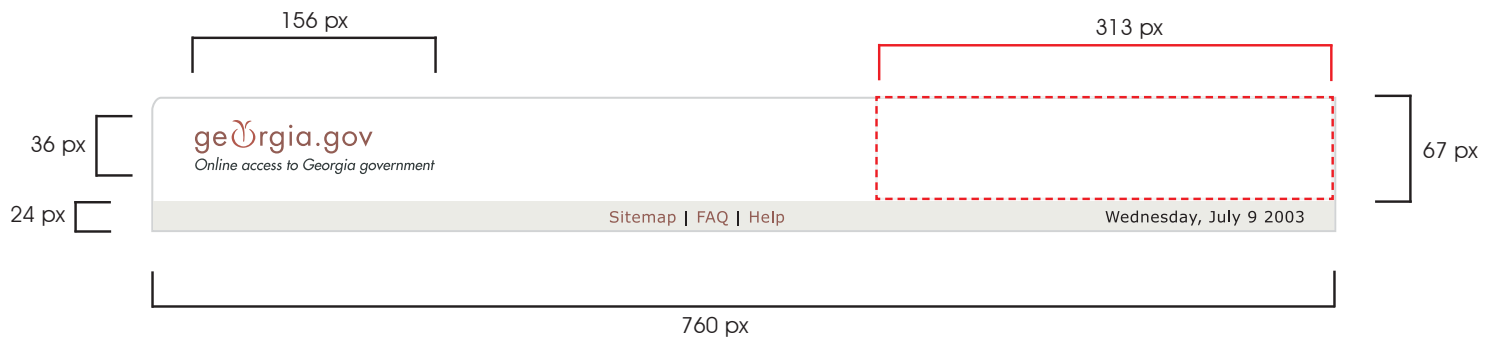
Basic guidelines for the logo are as follows:

- The logo must fall within the space provided. See Clearance Area below for detailed information.
- When creating a new logo for an application, follow the same design guidelines in the [georgia.gov styleguide](#). Colors and design should be complementary with the portal.
- Every aspect of the logo should be clearly legible. The use of seals, small text, and/or reduced design elements is strongly discouraged.



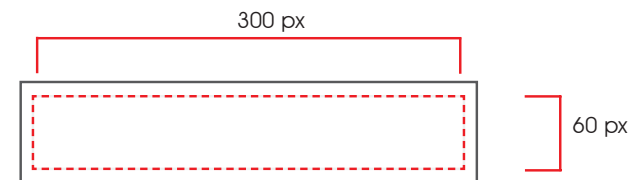
II Logo Placement

The application logo must be placed in the upper right-hand corner of the page in the space allotted. This logo should not be repeated anywhere else on the page. When saving the logo for online use, make sure to save it in the exact size it will appear on the page (in pixels).



III Clearance Area

The design of the application logo must fit within the parameters set below. Placement of other elements too close to the logo interferes with the overall design and diminishes the logo's impact. The total area of the logo is 313×67 pixels. Include at least 7 pixels of white space around the edge of the image, as displayed in the diagram. The logo should not come into contact with any part of the page other than the top white bar.



IV Color

When creating a new logo for an online application, the color used should follow the same conventions as those in the georgia.gov brand. The logo must appear as a positive form on the white background of the top bar. Colored or tinted backgrounds on the logo are prohibited.



4.4 Application Icons

I Primary Icon Usage

Icons used within applications follow the same design style and sizing requirements. Icons represent standard services, features, or items, and provide users with a quick reference about the topic. All icons are located in the provided library. For specific information about each icon and its usage, see the library reference located in the library.



II Basic Usage Guidelines for Icons

- Use icons only from the library. Do not create new icons or modify existing icons in any way.
- Use icons only for their intended purpose. Do not use them in any other way.
- All icons must be placed with supporting text. The icons are meant to enhance the text, not replace it.

III Icon Size

All icons are preformatted in the library. Do not alter the size of the icons in any way. When creating an HTML page, specify the size of the icon in the image tag. Most of the icons are 32 X 32 pixels. When they are placed with the text, they should be absolute middle aligned.



No distortions

Use icons only for their intended purpose. Do not use them in any other way. For more information on each icon's purpose, see the library reference. To request an additional icon use the Request Element Form.



4.5 Application Color Palette

Color is a powerful and significant aspect of any brand. A cohesive color palette has been established for the georgia.gov brand for both online and offline usage. Much of georgia.gov's clean, friendly and "less is more" feel is established through a sparing use of carefully selected colors.

The color palette has been divided into three categories:

I Primary Colors:

These are the two primary colors of the series. They should not be used as background colors or as fills in large areas of the page.

II Complementary Colors:

These colors complement the primary colors, adding depth in color range. They may also be used in conjunction with the primary and supplementary colors.



III Supplementary Colors:

These are lighter, more subdued tones made up partially of lighter versions of the complementary colors. These colors should be mainly used as background colors but can also be used as highlights and as fills in larger areas.




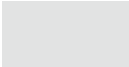
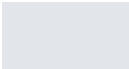
Color Palette Usage

1. Use colors sparingly.
2. Avoid using large areas of solid color.
3. Avoid the use of too many colors within the same layout.
4. Thin rules, bars, and type treatments, for example, are excellent ways to take advantage of the palette in a subtle way.


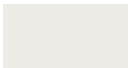

Primary Colors

	5767 cvc	C 46	R 129	HEX 81994D
	5767 c u	M 20	G 153	
		Y 67	B 77	
		K 06		
	478 cvc	C 32	R 134	HEX 864038
	478 cvu	M 63	G 64	
		Y 59	B 56	
		K 23		

Complementary Colors

	577 cvc	C 29	R 181	HEX B5D17C
	577 cvu	M 07	G 209	
		Y 49	B 124	
		K 01		
	722 cvc	C 08	R 230	HEX E69F61
	722 cvu	M 35	G 159	
		Y 53	B 97	
		K 01		
	484 cvc	C 24	R 174	HEX AE352D
	484 cvu	M 75	G 53	
		Y 69	B 45	
		K 10		
	5665 cvc	C 10	R 228	HEX E4E5DF
	Warm Gray 1 cvu	M 07	G 229	
		Y 07	B 223	
		K 00		
	538 cvc	C 09	R 10	HEX E4E8EF
	538 cvu	M 05	G 101	
		Y 02	B 153	
		K 00		

Supplementary Colors

	148 cvc	C 04	R 246	HEX F6DDA7
	155 cvu	M 12	G 221	
		Y 30	B 167	
		K 00		
	Cool Gray 1 cvc	C 06	R 241	HEX F1F2E4
		M 04	G 242	
	Cool Gray 1 cvu	Y 08	B 228	
		K 00		
	4535 cvc	C 11	R 226	HEX E2E1C3
	4545 cvu	M 08	G 225	
		Y 19	B 195	
		K 00		

4.6 Typography

Typography in design involves all aspects of type including typeface choice, columns, overall layout, sizing, kerning, leading, use of white space, and any other element relating to the display of typographical information.

While imagery and layout are important to the user interface, the typographical information represents the main content of each page. Consideration should be given to the type layout just as it is given to imagery and page design. For more detailed information regarding punctuation and grammar, see [Text and Content » Grammar and Punctuation](#).

Some basic considerations to follow when designing type layout under the [georgia.gov](#) brand:

- Read the text before designing for it. The design and layout should support the purpose or message of the text.
- If possible, consider the text and type layout in the initial stages of design.
Imagery and graphical elements should support the text and add clarity to the meaning.
- Order the information in a clear and concise manner.
- Leave white space where needed to emphasize information and add visual elegance. For more information on white space, see [Design » General Recommendations » White Space](#).

I Typeface Choices

The typefaces selected for use within georgia.gov were chosen for their clarity and universality. The sans serif geometry of the faces supports the clear and elegant style of the georgia.gov brand.

Verdana

Use Verdana for all on-screen applications. Variations within the Verdana family include Verdana, Verdana Bold, and Verdana Italic.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$ % & (. , ; : # ! ?)

II Sizing Guidelines

Text should be set in a clearly legible font size. Text is always specified in pixels for on-screen use. Column widths should contain no more than 40 – 60 characters for extended texts. As a general guideline, use the sizes specified below:

Web Application

These sizes are set in the georgia.gov style sheet (CSS). For detailed inquiries on specifying size, consult the CSS reference.

Body Copy:

Size 11 px Verdana

Headlines:

Size 14 px Verdana Bold

Sub Headlines:

Size 11 px Verdana Bold



III Typeface Treatment

The following guidelines should always be applied when setting text for use anywhere within the georgia.gov brand. This includes body text, headlines, logos, and anywhere that type is used.

Case

Kerning

Leading

Effects

Case

Be very careful of the case as choosing upper or lower case affects the legibility of the text. Words set in all upper case should be avoided. A human eye primarily reads words by scanning the overall shape. Words in all caps form monotonous blocks that could affect user's scanning ability.


XYZ AUTHORITY

Xyz Authority

Kerning

Kerning is the spacing between individual letters within a word. Avoid using extreme amounts of kerning when setting text. Generally, the kerning should remain unchanged from the preset specification. Headlines and large type may be tweaked for equal white space between letters.

The most wonderful thing about Georgia is.


The most wonderful thing about Georgia is. 

Leading

Leading is the spacing between lines of text. In general, the amount of leading should remain unchanged from the preset specification. Avoid using extreme amounts of leading when setting text.

The most wonderful thing about Georgia is.
The most wonderful thing about Georgia is.

The most wonderful thing about Georgia is.

The most wonderful thing about Georgia
is. 

Effects

Avoid using any sort of special effects in type treatment. These include embossing, shadows, highlights, gradients, double text and outlining.

Embossing 

Outlining 

Drop Shadows 

Gradients 

4.7 Imagery

When photography is incorporated into a design, Georgia and its related subject matter(s) should always be portrayed in a positive tone. Images should be of high quality and have clearly recognizable subject matter.

Some considerations when choosing imagery for use within the georgia.gov brand:

- Photos should exhibit realistic coloring, contrast, and image quality. Professional photography is best. Avoid using stock and non-professional photography. If no other options can be found, use stock and non-professional photography very carefully since there are specific copyright guidelines that must be followed. Any stock imagery used must be of the State of Georgia.
- Show the diversity of the state's heritage, culture, regions and resources when displaying landscapes or outdoor photography. Avoid displaying portraits where possible. People should appear happy, active, and friendly where portraits are used.

Positive Imagery



Negative Imagery



I Image Licensing

It is very important to know where your images come from and what rights you have regarding each image. Improper use of images can result in heavy fines and legal action, either from the creator of the image, the personalities or owners of locations in the image, or both.

There are literally thousands of Web sites that provide images; each site has different guidelines on how images can be used. Some offer images for free (such as Georgia's official tourism site, georgia.org), while others require a fee for their use. Be sure to check with the provider of each image every time you purchase or reuse that image.

II Effects

Any additional graphical effects to photographic imagery, such as drop shadows, beveling, and embossing, are strongly discouraged. Avoid the use of animated GIFs in online imagery, unless there is an informative or otherwise compelling reason for use of the animation. All of these effects tend to distract attention from the image and the layout as a whole, and can greatly increase the file size and download time when used online.



Use of the Great Seal of the State of Georgia

The Great Seal is for use only in official papers. For this reason, it should not be used anywhere within the georgia.gov brand. Under special consideration, permission must be attained from the secretary of state for use of the seal. By law, the Secretary of State is the official custodian of the Great Seal, which is attached to official papers by executive order of the Governor.

III Resolution/File Size

It is also important to consider how a page appears at higher resolutions. Templates that expand and contract are optimal, as opposed to fixed-width layouts. It is important that users with 28.8 and 56 kbps modem connections are able to download pages in a reasonable amount of time. Individual Web pages should be no more than 50k and take less than 12 seconds to download. If pages take any longer to download, users may become frustrated and leave the site before the download is complete. The longer the download time, the more users will look for information elsewhere.

Some considerations for using imagery online:

- All images should be saved at of 72 dpi at the pixel size it will be displayed in.
- Always design for the lowest common denominator in both screen resolution and file size. 800×600 screen resolution should be the standard used for page design. Make sure that pages are fully viewable at this resolution.
- Individual images should not exceed 30k. As a rule, large format images such as, maps, diagrams, and large photos should be converted to PDFs and made available for download separately.
- Avoid unnecessary images. They tend to slow down con-

nection speeds and distract attention from the message.

- Avoid using more than one large image on each page. If the need arises for several images to be made available in the same location – such as a photo gallery – shrink the graphics to thumbnail size and link each to a full-sized version.
- Always include the exact width and height in the HTML tags.
- Make sure your image size is the same as the HTML tag and not scaled.
- Images such as photographs with a wide range of colors and tonal ranges should be saved in the JPEG format.
- Graphical images with a limited color palette and tonal range should be saved in the GIF format. This would include imagery such as logos or large areas of color.

Naming Conventions

Always name your images starting with the category they fall under, then the name of the image and the dimensions of the image, divided by underscores. For example, an image of an error icon should be named:
icon_error_53x53.gif

5.0 Application Elements

Each application consists of carefully selected and arranged elements, serving a specific purpose in user experience. These elements improve an application's usability by enhancing its visual and structural identity.

I Secure Site Icon

The secure site icon provides users with reassurance of the security of using an application residing on the State of Georgia's official portal. The secure site icon should appear in every application that involves the transfer of sensitive information, such as credit card numbers or personal information. The secure site icon should be placed on every page using a secure (https) connection. Additionally, the icon and text serve as a link to a page explaining what a secure site is and how it benefits the user.

Guidelines for using the secure site icon:

- Use only the icon provided in the georgia.gov library. Color, size, and design should not be altered in any way.
- Always place the icon in the upper right-hand corner of the page in the application's title bar. The location is directly above the instruction panel and below the date.
(Illustration?)



II Step Icon

The step icons add an identifying mark to each page, specifying the user's location within an application process. Information within a module is broken down into similar groupings, forming a step. Information within a payment module may consist of two steps, such as a credit card input step and a payment confirmation step. It is important to keep the number of steps within the entire application process to a minimum.

Guidelines for integrating the step icons:

- Use only the step icons provided in the georgia.gov library. Numbers 0 – 9 are provided allowing for any sequence to be formed. Do not change the images in any way.
- Always present the current step number out of the total number of steps (ex. "Step 4 out of 5").
- The words "Step" and "out of" are presented as HTML on the page. Only the numbered icons are images.

Step **3** **of** **4**

III Instruction Panel

The instruction panel provides users with a quick reference as to what needs to be completed on each page. The panel also provides a link to frequently asked questions (FAQ) about that application. The instruction panel provides the user with a brief overview of each page rather than providing a lengthy explanation of the entire process. Any other questions the user may have should be answered in either the opening of the application or the FAQ pop-up.

INSTRUCTIONS

1. Read the results.
2. Print the results if desired or initiate a new search.
3. If you would like to view more information on the subject, click "view record."



FAQs



Guidelines for using the instruction panel:

- Keep instructions simple and to-the-point. The instructions serve as a brief overview, not a detailed explanation.
- Always include an FAQ link at the bottom of the instruction panel. For more information about the use of the FAQ icon, see the georgia.gov library.
- For more information about writing FAQs, see Text & Content » Writing for the Web.

IV Accumulated Charges Panel

The accumulated charges panel is for use within applications in which the user enters payment information at the start of the process. The panel helps users keep track of and monitor all charges made to their credit card throughout the process.



Accumulated Charges

\$0.00

For 1 Felony Search



Guidelines for using the accumulated charges panel:

- Use the accumulated charges panel only when it will benefit the user or if the user is being charged throughout the process.
- Always include the credit card icon in the accumulated charges panel.
- The panel has a 1-pixel, dark green border (hexadecimal number 81994D).

Additional Application Elements

When creating an application, the need for additional application elements may arise. In this event, all standards and style issues in this guide and the georgia.gov styleguide should be followed for optimal brand consistency.

V Navigation Panel

Right side navigation can be used when the involved application requires several steps. Some applications need the user to access previous steps to refer or copy populated information. In these cases the right side navigation is the best solution.

Background Color: Hex F0F0E5

Style: Global

Select Username

Contact Info

Terms and Conditon

Vehicles

Delivery Method

Payment

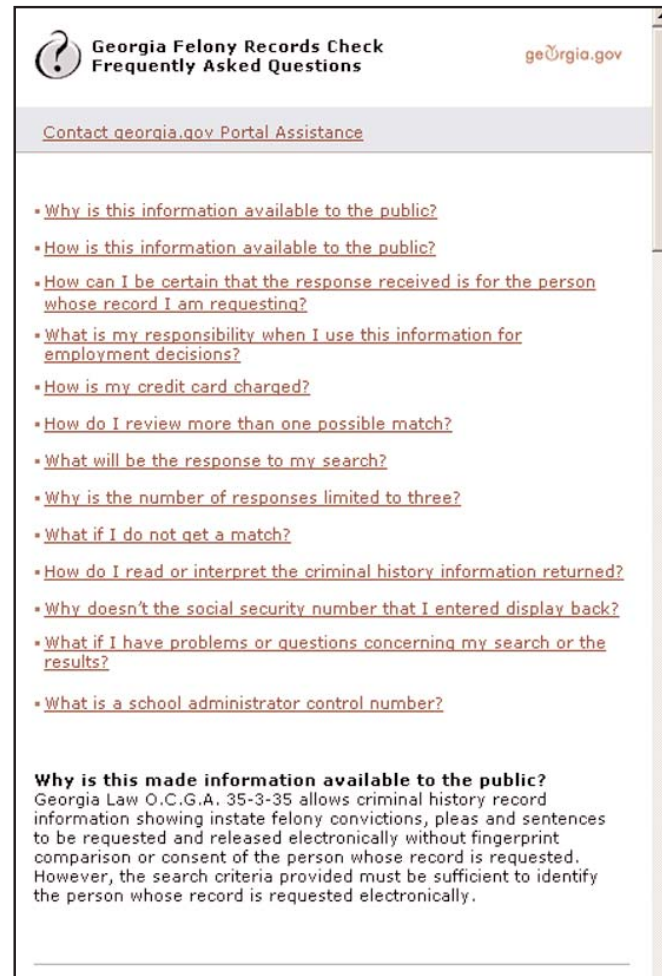
Summary



FAQ Pop-up

The FAQ Pop-up page serves as a quick reference for any questions that the user needs. Before designing the application, it is important to take into account any question that the user may have and address it in the FAQs page. While developing the application, new questions may arise that can be added to the page. The FAQs should be written in a direct and understandable manner.

- The FAQs page appears from a link from the Help palette on the main page. The window is opened through JavaScript. The pop up window has a width of 446 pixels with scrollbars and resize handles enabled.
- Each question is listed in the top of the window. The question and the answers are all listed in the same order in the window, with targeted links to each. A "back to top" link is added at the end of every other answer.
- Contact information is provided at the bottom of the page for additional help.



6.0 Text & Content

In brand creation, uniform content and tone go hand in hand with consistent imagery. This section establishes guidelines related to voice and tone, commonly used words and phrases, formatting issues, and online and offline rules. The official reference guide (The Associated Press Stylebook and Briefing on Media Law) is referenced throughout this section, as well as other supplementary reference materials. For information related to typography and the graphical representation of text, see Design » Typography.

6.1 Tone & Voice

The content's tone should reflect the brand message, illustrated by the following words:

Happy
Active
Friendly
Informative
Safe
Secure
Official

Descriptive, informative, and instructional content should be written with the same views in mind. Features and functions of the site should be described in clear, plain English with no technical or unfamiliar terms.

6.2 Grammar & Punctuation

If you have any questions on terms that are not covered in this section, please consult GTA (for Georgia-related terms) or the AP Stylebook (for general terms), which is available at most bookstores and libraries.

I Hyphenated Words

When using hyphenated words in titles, the Chicago Manual of Style recommends the following:
"First elements are always capitalized; subsequent elements are capitalized unless they are articles, prepositions, coordinating conjunctions, or such modifiers as flat, sharp and natural following musical key symbols; second elements attached by hyphens to prefixes are not capitalized unless they are proper nouns or proper adjectives. If a compound (other than one with a hyphenated prefix) comes at the end of the title, its final element, whatever part of speech it may be, is always capitalized." (p. 283, Rule 7.128)

According to *The Elements of Typographic Style* (Robert Bringhurst, Hartley and Marks, Vancouver, 1992), keep the following considerations in mind when hyphenating words:

- At hyphenated line-ends, leave at least two characters behind and take at least three forward.
- Avoid leaving the stub-end of a hyphenated word or any word shorter than four letters as the last line of a paragraph.
- Avoid more than three consecutive hyphenated lines.
- Hyphenate proper names only as a last resort unless they occur with the frequency of common nouns.

II Acronyms

Always spell out acronyms upon first use. When defining an abbreviation, spell out the term and follow with the abbreviation in parentheses. Form the plural of an acronym by adding an "s" without an apostrophe. For example: FAQs, CDs.

Punctuation

Follow these rules regarding punctuation when developing online or offline text.

Periods:

- Always place one space after a period at the end of a sentence.
- Always place a period after the number in a numbered list.
- When using parentheses, place the period inside the parentheses when parentheses are used to close an independent sentence. When the enclosed text comes at the end of an including sentence, the period should be placed outside the parentheses.

Colons:

- Always use a space after a colon.

Commas:

- Place a comma before the conjunction that connects items in a series. Without the comma, the final item may appear to be a compound term. For example: "Georgia has some of the best hiking, biking, and canoeing in the country."

Dashes:

- Use spaced en dashes - rather than em dashes or hyphens - to set off phrases (This isn't true. Abrupt changes, series within phrases, and attributions are marked by em dashes. An en dash is actually not a dash at all — it's a hyphen.)

Slash/Bar:

- Do not use spaces on either side of a slash/bar.

6.3 Special Characters

Refer to the chart below for instructions on accessing special characters:

*These instructions represent shortcuts. All special characters are available in the Character Map on a PC and Key Caps on a Macintosh.

*To access the special characters on a PC, hold down the ALT key, use the numeric pad to type a zero followed by the ASCII code, and release the ALT key.

The following table gives the character entity reference, decimal character reference, and hexadecimal character reference for markup-significant and internationalization characters, as well as the rendering of each in your browser. Glyphs of the characters are available at the Unicode Consortium.

With the exception of HTML 2.0's ", &, <, and >, browser support for these entities is generally quite poor, but recent browsers support some of the character entity references and decimal character references.

Character	Entity	Decimal	Hex	Rendering in Your Browser		
				Entity	Decimal	Hex
quotation mark = APL quote	"	"	"	"	"	"
ampersand	&	&	&	&	&	&
less-than sign	<	<	<	<	<	<
greater-than sign	>	>	>	>	>	>
Latin capital ligature OE	Œ	Œ	Œ	Œ	Œ	Œ
Latin small ligature oe	œ	œ	œ	œ	œ	œ
Latin capital letter S with caron	Š	Š	Š	Š	Š	Š
Latin small letter s with caron	š	š	š	š	š	š
Latin capital letter Y with diaeresis	Ÿ	Ÿ	Ÿ	ÿ	ÿ	ÿ
modifier letter circumflex accent	ˆ	ˆ	ˆ	^	^	^
small tilde	˜	˜	˜	~	~	~
en space	 	 	 			
em space	 	 	 			
thin space	 	 	 			
zero width non-joiner	‌	‌	‌			
zero width joiner	‍	‍	‍			
left-to-right mark	‎	‎	‎			
right-to-left mark	‏	‏	‏			
en dash	–	–	–	—	—	—
em dash	—	—	—	—	—	—
left single quotation mark	‘	‘	‘	`	`	`
right single quotation mark	’	’	’	'	'	'
single low-9 quotation mark	‚	‚	‚	‚	‚	‚
left double quotation mark	“	“	“	“	“	“
right double quotation mark	”	”	”	”	”	”
double low-9 quotation mark	„	„	„	„	„	„
dagger	†	†	†	†	†	†
double dagger	‡	‡	‡	‡	‡	‡
per mille sign	‰	‰	‰	‰	‰	‰
single left-pointing angle quotation mark	‹	‹	‹	‹	‹	‹
single right-pointing angle quotation mark	›	›	›	›	›	›

6.4 Capitalization

Follow these rules regarding capitalization when developing online or offline text.

Articles, Prepositions, and Conjunctions:

- Unless used as the first word, do not use initial caps for the following words in titles and headings:

Articles - a, an, the

Short prepositions - at, by, down, for, in, of, on, up, to, with

Conjunctions - and, but, if, or, nor, for, yet

- Prepositions of five or more letters (such as between, through, within) are usually capitalized in titles.

6.5 Titles

- Do not capitalize “program” or “project” unless they are part of the official title.
- Capitalize personal titles immediately preceding a name. For example: “Deputy Commissioner of Economic Development John Smith.”
- Do not capitalize a title standing alone unless it refers to a specific person or office. For example: “The deputy commissioners answer to the commissioner.”

6.6 Numbers & Numerals

Spell out all numbers under 10. Use numerals for numbers 10 and above. The same rule applies to ordinals (first, third, 10th).

Also spell out the following:

- All numbers that begin a sentence or title. For example: “Twenty managers were present.” (or reword the phrase)
- Fractions without a whole number. For example: Two-thirds, one-third
- The first number when two sets of numbers are used as separate modifiers. For example: “Eighteen 12-mile hiking trails”

Use numerals for the following:

- Units of measure, time, money, mathematical equations, or percentages.
- Figures and tables
- Fractions with whole numbers
- All numbers with decimals

6.7 Georgia - Related Terms

Term	Comments and Notes		
accessibility	Do not capitalize	Legislature	Always capitalize, unless plural ("The Arizona and Georgia legislatures") or as a general term ("No legislature has ever ...")
agency	Capitalized when part of an official name; otherwise use lower case	office	Capitalize when part of an official name; otherwise use lower case
authority	Capitalize when part of an official name; otherwise use lower case	organization	Do not capitalize
board	Capitalize when part of an official name; otherwise use lower case	personalization	Do not capitalize
commission	Capitalize when part of an official name; otherwise use lower case	privacy	Do not capitalize
community/ communities department	Do not capitalize Capitalize when part of an official name; otherwise use lower case	program	Capitalize when part of an official name; otherwise use lower case
division	Capitalize when part of an official name; otherwise use lower case	project	Capitalize when part of an official name; otherwise use lower case
Governor	<ul style="list-style-type: none"> • Capitalize and abbreviate before a name • Capitalize and spell out before a name within a direct quote • Lowercase in all other cases 	security	Do not capitalize
legislative	Do not capitalize	services	Do not capitalize
		State of Georgia	Always capitalize State when referring to "State of Georgia"
		subject areas	Do not capitalize

6.8 Correct Format for Online Terms

Please use the following table for formatting specific online terms. If you have any questions on terms that are not covered in this section, please consult the AP Stylebook (for general terms) or GTA (for Georgia-related terms).

Term	Comments and Notes		
backup	Use "back up" as a verb, "backup" as a noun.	HTML	Always capitalize
CD-ROM	Always capitalize	Internet	Always capitalize
checkbox	One word	Log off, logoff	Two words when used as a verb, one word when used as an adjective or noun.
desktop	One word	Log on, logon	Two words when used as a verb, one word when used as an adjective or noun
download	One word	Net	Capitalize when using as short for the Internet
drop-down	Hyphenate	ongoing	One word
Email	Capitalize when the name of a field or at the beginning of a sentence only. Do not hyphenate.	online	One word
FAQ	Do not spell out online; spell out first instance in print	styleguide	One word
fax	Do not capitalize	Web	Always capitalize
FTP	Always capitalize	Web site	Two words, capitalize Web
file name	Two words		
homepage	Always one word, use lower case. Only write as capitalized "Home page" when referring to the actual page title.		

6.9 Content Types and Usage

When writing for the Web, it is important to edit the content so that it conforms to the way online users look for information. Clear, concise and compelling are the guiding principles for writing for the Web. When developing text, focus on creating thorough yet succinct content. The text should effectively communicate the information that your visitors expect and need. Keeping in mind the way users read online, aptly named and appropriately placed headings will enable users to scan the page for quick access to desired information. Additionally, the use of bullets rather than comma-delineated phrases efficiently presents lists, conserves screen space, and delivers essential information at a glance. This transformation of content from its original, print-based form to Web-ready text is called repurposing.

Following is an example of offline writing:

Welcome to NetWork Advantage, sponsored by the Georgia Department of Labor — your place on the Web for training. Use this site to search for training for your employees or yourself — to build on existing skills or acquire valuable new ones. You can also post job openings and search over 1.7 million resumes while accessing valuable information about New York State's work force.

Following is an example of the same text repurposed for the Web:

The Georgia Department of Labor NetWork Advantage provides training information and resources for employers in Georgia. NetWork Advantage lets you:

- Search for training providers
- View training course information
- Communicate with other businesses
- Identify skill requirements for jobs
- Access employer resources

7.0 General Guidelines

7.1 Accessibility

Accessibility, from a legal standpoint, means giving people who are disabled as easy access to information through Web sites as anyone else. There are an estimated 54 million people, or 20 percent of the U.S. population, who fall under the legal definition of “disabled.” In reality, the accessibility issue reaches far beyond those numbers since many people who do not fall under the legal definitions of disability may have difficulty using certain Web sites. Most people need accessible Web sites at some time in their lives and most people who need accessible Web sites do not consider themselves “disabled.” (That sentence needs to be rewritten and I’m not sure how. ALL people need ALL Web sites to be accessible. Otherwise, there wouldn’t be a Web if nothing was accessible. Not meaning to be a smartass about it.) Accessibility is really an issue of inclusion, not disability. When we focus on the term “disabled,” we compartmentalize and start talking statistics, which are subject to manipulation. Inclusion, sometimes also known as universal design, means making the content and functionality of your Web site available to the widest possible audience.

The issue of accessibility affects people who may:

- Not be able to see, hear, move, or may not be able to process some types of information easily or at all.
- Have difficulty reading or comprehending text.
- Not have or be able to use a keyboard or mouse.
- Have a text-only screen, a small screen, or a slow Internet connection.
- Not speak or understand fluently the language in which the application is written.
- Be in a situation where their eyes, ears, or hands are busy or interfered with (e.g., driving to work, working in a loud environment, etc.)
- Have an early version of a browser, a non-standard browser, a voice browser, or a different operating system.

For detailed information on accessibility, please refer to the “Accessibility Standards for georgia.gov”

7.2 Usability

Usability is the measure of the quality of a user experience when interacting with a product or system — whether an online application, Web site, a software application, mobile technology, or any user-operated device. Usability is a combination of factors that affect the user's experience with the product or system, including:

Ease of learning

How fast can users who have never seen the user interface before learn it well enough to accomplish basic tasks?

Efficiency of use

Once the experienced users learn to use the application, how fast can they accomplish the tasks?

Memorability

If the users have used the system before, can they remember enough to use it effectively the next time, or do they have to start over and learn everything again?

Error frequency and severity

How often do users make errors while using the system? How serious are these errors? How do users recover from these errors? Are the error pages descriptive enough for the users to understand how to correct them?

7.3 Navigation

The navigation should be simple and intuitive. Most applications are structured in a linear fashion so the navigation should help the user cruise through as smooth as possible. It is important to provide the user the flexibility to go back and change any information if required. The provided button templates should be used for application navigation.

7.4 Linking Conventions

Links should always be displayed in the dark red color specified in the georgia.gov application color palette. The hexadecimal value for this color is #660000. Links other than the main navigation should always appear underlined.

Linking within text

Text links should always be the same size and have consistent values set for their active, rollover, and visited states throughout the site. In order to achieve this consistency, georgia.gov uses a style sheet to ensure consistency. Avoid the use of "click here" links or exposed URLs such as "http://www.georgia.gov." Instead, use short explanatory terms or site names as links.

Linking outside a body of text

When linking outside a body of text, such as in a listing of contact information or in a direct reference to a link, do not include the transfer protocol type. For example, use "www.georgia.gov" instead of "http://www.georgia.gov."

Element Request Form

1. NAME OF ELEMENT

SC# _____

2. DESCRIPTION

3. SKETCH DRAWING (OPTIONAL)

4. PURPOSE FOR NEW ELEMENT

☐ Check the box if you want the element Copyrighted for your Organization.

5. DESIRED UR LOCATION

http://

6. REQUESTOR

CONTACT INFORMATION

7. NAME

8. EMAIL ADDRESS

9. PHONE NUMBER

10. FAX NUMBER

11. ORGANIZATION

12. MAILING ADDRESS

13. CITY

14. ZIP CODE

Dos and Don'ts of Application Design for Online Use

General

- Do Plan out the entire process before beginning an application
- Don't Jump into development without clear goals or plans
- Do Consult this manual and the accompanying HTML templates for all design decisions
- Don't Create pages randomly assuming they will fit within the georgia.gov brand

Design Specifics

- Do use imagery and content that upholds the standards of the georgia.gov brand.
- Don't use low quality or sub-standard content that does not reflect the high standards of the georgia.gov brand.
- Do keep layout and elements consistent. Using the provided HTML templates and library can aid in this.
- Don't create random layouts or use inconsistent elements. Each page should flow seamlessly from the last.
- Do follow exact design measurements as set in this guide and the HTML templates
- Don't create pages using random measurements.
- Do use the buttons included within the library for all button instances (see page 22)
- Don't use default browser buttons.
- Do use icons as provided in the library for their intended purpose
- Don't use other icons or distort the included icons in any way.
- Do use colors only from the georgia.gov Application color palette (see page 29)
- Don't use random colors or colors that do not appear on the color palette
- Do use Verdana for all on screen font usages
- Don't use another font for on screen usages, such as Times New Roman or Arial
- Do use the included georgia.gov CSS Stylesheet for formatting text and paragraphs
- Don't create new styles or change current styles
- Do provide clear, easy to understand instructions for users explaining every step of the application process.
- Don't assume that the user will automatically figure out how an application works without the use of instructions.

8.0 Appendix

CD Rom Contents

Button Template PSDs
HTML Module Templates
Scripts
Button and Icon Library
JPG Image files

Access to the CD ROM contents.

External Vendors and developers should receive a copy of the CD Rom disk with the style guide. The content is also available on the GTA servers. Contact Nikhil Deshpande at ndeshpande@gta.ga.gov to get the path to the contents.

Contact Information

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